

IN THE CLAIMS:

1. (Currently amended) Apparatus for formulating a hair colorant, comprising:
a plurality of mixable dyes for altering hair color;
means for receiving from a customer an indication of an existing hair color;
means for visually displaying to the customer a plurality of optional changes to the existing hair color obtainable through the use of a custom-mixed hair colorant;
means for receiving from the customer, responsive to the means for visually displaying, an indication of a desired change to the existing hair color; and
means for selecting from the plurality of dyes, based on the existing hair color and the desired change to the existing hair color, at least one selected dye and a selected formulation chemical for custom-mixing into a hair colorant.
2. (Original) Apparatus in accordance with claim 1 wherein the means for receiving an indication of an existing hair color includes:
a display terminal for visually displaying a plurality of hair colors; and
means associated with the display terminal for receiving an indication of a selected one of the plurality of hair colors.
3. (Original) Apparatus in accordance with claim 2 wherein the means for receiving an indication of a selected one of the plurality of hair colors is a touch screen on which the plurality of hair colors are visually displayed.
4. (Currently amended) Apparatus in accordance with claim 2 and further including means for mixing the at least one selected dye with the selected formulation chemical.
5. (Original) Apparatus in accordance with claim 4 and further including:
means for packaging the mixed at least one selected dye; and
means for dispensing the packaged dyes.
6. (Original) Apparatus in accordance with claim 2 wherein the means for selecting the at least one selected dye comprises a controller responsive to the indication of the existing hair color and the indication of the desired change to the existing hair color.
7. (Original) Apparatus in accordance with claim 6 and further comprising a storage device storing information corresponding to the existing hair color, information corresponding to the desired change to the existing hair color and information for selecting the at least one selected

dye as a function of the existing hair color and the desired change to the existing hair color.

8. (Currently amended) A method operable on a computer for formulating a hair colorant, comprising:

- providing a plurality of mixable dyes for altering hair color;
- receiving into the computer from a customer an indication of an existing hair color;
- visually displaying to the customer a plurality of optional changes to the existing hair color obtainable through the use of a custom-mixed hair colorant;
- receiving into the computer from the customer, responsive to the visually displaying, an indication of a desired change to the existing hair color; and
- selecting with the computer, from the plurality of dyes, based on the existing hair color and the desired change to the existing hair color, at least one selected dye and a selected formulation chemical for custom-mixing into a hair colorant.

9. (Original) A method in accordance with claim 8 wherein the receiving into the computer from a customer an indication of an existing hair color includes:

- visually displaying on a display terminal a plurality of hair colors; and
- receiving, based on the visually displaying, an indication of a selected one of the plurality of hair colors.

10. (Original) A method in accordance with claim 9 wherein the receiving an indication of a selected one of the plurality of hair colors includes providing a touch screen on which the plurality of colors are displayed.

11. (Currently amended) A method in accordance with claim 9 and further including mixing the at least one selected dye with the selected formulation chemical.

12. (Original) A method in accordance with claim 11 and further including:

- packaging the mixed at least one selected dye; and
- dispensing the packaged dye.

13. (Original) A method in accordance with claim 8 wherein the selecting the at least one selected dye comprises operating a controller responsive to the indication of the existing hair color and the indication of the desired change to the existing hair color.

14. (Original) A method in accordance with claim 13 and further comprising storing

information corresponding to the existing hair color, information corresponding to the desired change to the existing hair color and information for selecting the at least one selected dye as a function of the existing hair color and the desired change to the existing hair color.

15. (Currently amended) A system for formulating a hair colorant, comprising:
 - a processor;
 - a memory connected to the processor and storing instructions to control the processor to perform the steps of:
 - identify a plurality of mixable dyes for altering hair color;
 - receive from a customer an indication of an existing hair color;
 - visually display to the customer a plurality of optional changes to the existing hair color obtainable through the use of a custom-mixed hair colorant;
 - receive from the customer, responsive to the ~~visually~~ visual display, an indication of a desired change to the existing hair color; and
 - selecting, from the plurality of dyes, based on the existing hair color and the desired change to the existing hair color, at least one selected dye and a selected formulation chemical for custom-mixing into a hair colorant.
16. (Currently amended) A system for formulating a hair colorant, comprising:
 - a processor;
 - a touch-screen display connected to the processor;
 - a memory connected to the processor and storing instructions to control the processor to perform the steps of:
 - display on the touch-screen display a plurality of hair colors;
 - receive from a customer through the touch-screen display an indication of an existing hair color;
 - display to the customer on the touch-screen display a plurality of optional changes to the existing hair color obtainable through the use of a custom-mixed hair colorant;
 - receive from the customer on the touch-screen display an indication of a desired change to the existing hair color; and
 - select, from a plurality of mixable dyes for altering hair color, based on the existing hair color and the desired change to the existing hair color, at least one selected dye and a selected formulation chemical for custom-mixing into a hair colorant.
17. (Original) The system of claim 16 wherein the at least one selected dye is a plurality of selected dyes, and further comprising:

a mixer for mixing the plurality of selected dyes; and
a dispenser for dispensing the mixed plurality of dyes.

18. (Original) The system of claim 16 wherein the step of displaying to the customer on the touch-screen display a plurality of optional changes to the existing hair color comprises:

determining, based on the indication of the existing hair color, one or more possible changes to the existing hair color; and

displaying to the customer the one or more possible changes.

19. (Currently amended) The system of claim 16 wherein the step of selecting, from a plurality of dyes, at least one selected dye for custom-mixing into a hair colorant, includes the step of retrieving from the memory, based on the existing hair color and the desired change to the existing hair color an indicator of the selected dye.

20. (Original) The system of claim 17 and further including a packager for packaging the mixed plurality of dyes for use by the customer at a selected time and in a selected location.